

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #081120

Mr. C. Polino

BUFFALO TOBACCO

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Coz:

Attached are July orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with *July Salem Tear Tape* product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **\$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 ! _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

Enc. Retailer Letter

Retail Customer List

30TRSA1.DOC

51845 6357

JULY DELIVERY
SALEM TEAR TAPE

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED*****

19 SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT \$ AMOUNT: \$1,298.44

PACKING / SHIPPING PAYMENT \$28.00
(4 (6M) promoted case(s) @ \$7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

51845 6358

WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>
 TEMPLATE : 800438 80700 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162601		259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1	1	1	1	4		
162601	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	1	1	1	4		
162601	162623	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	1	1	1	4		
162601		601195	ONE STOP PARTY STOR	224 VIRGINIA ST	BUFFALO	NY	14201	1	1	1	1	4		
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	1				1		
162601	162626	667214	NPT MOBIL	8721 NIAGARA FALL	NIAGARA FAL	NY	14304	1	1	1	1	4		
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1	1	1	1	4	0362-0102	
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	1	1	1	1	4		
162601	162629	783573	THE CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1	1	1	1	4		
162602	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	1	1	1	4		
162602	162629	396778	TILE DRUG	1031 CLEVELAND DR	CHEEKTOWAGA	NY	14225	1	1	1	1	4		
162602	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	1	1	1	4		
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14215	1	1	1	1	4		
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1	1	1	1	4	0362-0102	
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1	1	1	1	4		
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	2	2	2	2	8		
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	2	2	2	2	8		
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	1	1	1	4		
162603	162225	764902	SINCLAIR DRUG	75 MAIN ST	WARSAW	NY	14569	3	3	3	3	12		

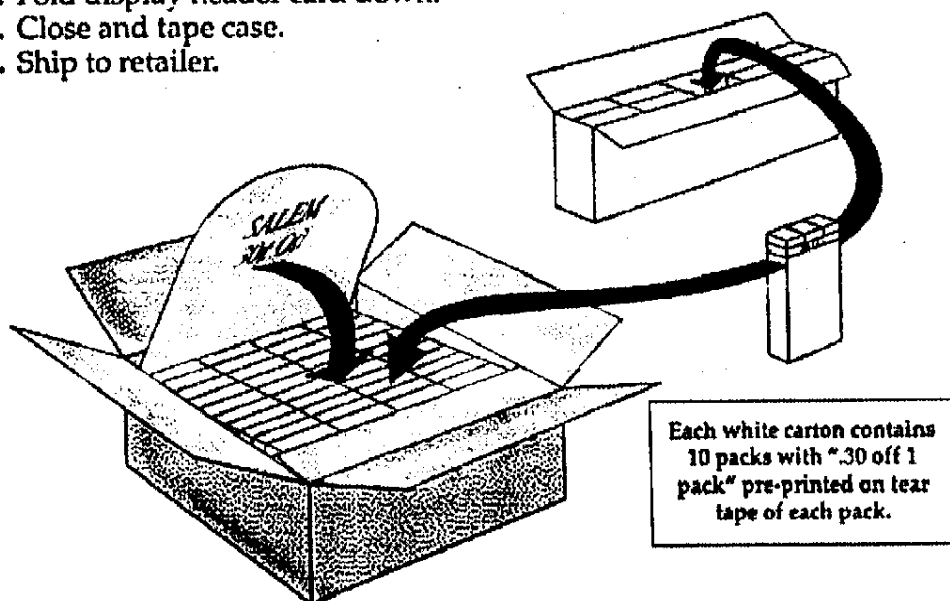
PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 23 22 22 22 89

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 23 22 22 22 89

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WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE****3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: #541964

MSA Promotion Reporting Description: SAL 98 30/1 PK

Brand Style						
Number of Cartons						

51845 6360

Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

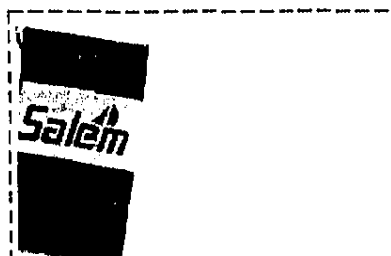
SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51845 6362